

Message Text

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PAGE 01 PALERM 00259 01 OF 02 151344Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 OES-06 ERDA-07 ERDE-00 USIE-00

FEAE-00 NRC-07 /041 W

-----151447Z 090219 /46

R 150745Z APR 77

FM AMCONSUL PALERMO

TO SECSTATE WASHDC 2049

RUEHDC/USDOC WASHDC

RUFHOM/AMEMBASSY ROME 0918

RUFHBS/AMEMBASSY BRUSSELS 0086

INFO AMCONSUL FLORENCE

RUFHOM/AMCONSUL GENOA 0038

RUFHOML/AMCONSUL MILAN 0138

RUFLSKA/AMCONSUL NAPLES 0085

RUFHOM/AMCONSUL TURIN 0025

RUFHOM/AMCONSUL TRIESTE 0025

UNCLAS SECTION 1 OF 2 PALERMO 0259

BRUSSELS FOR USEC

E.O. 11652: N/A

TAGS: BEXP, TECH, ENERG, IT

SUBJECT: EXPORT PROMOTION FOR SOLAR ENERGY USE PALERMO

CONFERENCE/EXPOSITION.

REF: PALERMO 0081# 0197# 0198# ROME 2817# USDOC 03117

DEPARTMENT PASS ERDA, USIA AND FEDERAL ENERGY ADMINISTRATION,
MILAN PASS TO TRADE CENTER.

SUMMARY: AS PROJECTED REFTELS, INTERNATIONAL CONFERENCE/EXPO-
SITION ON SOLAR ENERGY WILL BE HELD AT PALERMO'S MEDITERRANEAN
FAIR FROM MAY 28 TO JUNE 12, 1977. MAJOR ITALIAN FIRMS IN FIELD
PLAN PARTICPATE WITH DISPLAYS, CONFERENCE SPEAKERS, ETC. SOLAR
ENERGY CONFERENCE WILL BE HELD ON JUNE 10-11 AT FAIRGROUNDS.

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PAGE 02 PALERM 00259 01 OF 02 151344Z

IN ADDITION TO ITALIAN EXPERTS, CONFERENCE ORGANIZERS ALSO PREPARED
PAY TRAVEL, OTHER EXPENSES FOR CONFERENCE PARTICIPATION/PRESEN-
TATIONS BY TWO U.S. SOLAR ENERGY EXPERTS. THE PRESENCE OF ERDA/
BRUSSELS' DR. PURPLE AT USG EXPENSE WOULD STRENGTHEN U.S. PRESENCE.
THOUGH WE REALIZE INCONVENIENCE CAUSED BY DATE CHANGES, WE BELIEVE
MARKET POTENTIAL, U.S. ROLE IN STIMULATING EVENT AND IMPORTANCE
IT NOW ACCORDED BY ITALIAN AUTHORITIES, MAKE PARTICIPATION BY U.S.

FIRMS MOST DESIRABLE.

WE ALSO FEEL ATTENDANCE BY AMBASSADOR GARDNER DURING ONE OR BOTH CONFERENCE DAYS WOULD PROVIDE HIGHLY-VISIBLE EVIDENCE OF OUR COMMITMENT TO WORKING WITH ITALY ON JOINT SOLUTIONS TO SHARED ENERGY PROBLEMS. "END SUMMARY".

1. AT URGING OF PROSPECTIVE ITALIAN EXHIBITORS, ORGANIZINGCOMMITTEE HAS NOW DECIDED TO ADVANCE DATE OF PALERMO SOLAR ENERGY CONFERENCE AND EXPOSITION TO MAY 28-JUNE 12, 1977, AS PART OF THE 1977 PALERMO MEDITERRANEAN FAIR. PRODUCTS WILL BE DISPLAYED DURING ENTIRE PERIOD, WITH CONFERENCE TO BE HELD ON JUNE 10 AND 11, 1977.

2. WE REALIZE THIS LATEST CHANGE IN PLANS MAY MAKE IT DIFFICULT FOR U.S. FIRMS TO TAKE PART, BUT URGE EVERY EFFORT TO CONVINCE AT LEAST TWO OR THREE MAJOR FIRMS TO PARTICIPATE IN VIEW OF INTERNATIONAL MARKET POTENTIAL, U.S. ROLE IN STIMULATING EVENT AND IMPORTANCE IT NOW ACCORDED BY ITALIAN AUTHORITIES, AND BY MAJOR ITALIAN FIRMS WHICH PLAN PARTICIPATE.

3. "EXPOSITION": FAIR HAS ASSIGNED A 690 SQUARE METER AREA TO HOUSE THE SOLAR ENERGY EXPOSITION. TWENTY-THREE BOOTHS, (SPECIFICATIONS: 6 METERS WIDE, 5 METERS DEEP, 3.5 METERS HIGH, HALF-ROOF) WILL BE ERECTED IN DISPLAY AREA. PARTICIPATING CONDITIONS: COST TO PARTICIPANTS FOR BOOTH, ASSISTANCE IN MOUNTING DISPLAYS, MAINTENANCE, ETC. IS APPROX. 25,000 LIRE/PER SQUARE METER OF DISPLAY SPACE. PARTICIPANTS WOULD ALSO BEAR TRANSPORTATION COSTS. GIVEN ITALIAN LARGE TURNOUT, THREE TO FIVE BOOTHS REMAIN FOR USE BY U.S. FIRMS, THOUGH WE BELIEVE NUMBER COULD BE EXPANDED IF NECESSARY.

UNCLASSIFIED

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PAGE 03 PALERM 00259 01 OF 02 151344Z

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PAGE 01 PALERM 00259 02 OF 02 151342Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 OES-06 ERDA-07 ERDE-00 USIE-00

FEAE-00 NRC-07 /041 W

-----151446Z 090190 /46

R 150745Z APR 77

FM AMCONSUL PALERMO

TO SECSTATE WASHDC 2050
RUEHDC/USDOC WASHDC
RUFHOM/AMEMBASSY ROME 0919
RUFHBS/AMEMBASSY BRUSSELS 0087
INFO AMCONSUL FLORENCE
RUFHOM/AMCONSUL GENOA 0039
RUFHOML/AMCONSUL MILAN 0139
RUFLSKA/AMCONSUL NAPLES 0086
RUFHOM/AMCONSUL TURIN 0026
RUFHOM/AMCONSUL TRIESTE 0026

UNCLAS SECTION 2 OF 2 PALERMO 0259

BRUSSELS FOR USEC

4. FOLLOWING ITALIAN FIRMS NOW PLAN PARTICIPATE IN EXPOSITION:
SOCIETA' ERIMPIANTI, MILAN# SOC. ANSALDO, GENOA# E.N.I. (ITALIAN
STATE HYDROCARBON AGENCY), ROME# ENEL (ITALIAN STATE ELECTRIC
AGENCY), ROME# MERLONI IGIENICO SANITARI S.P.A., FABRIANO#
MONTEDISON S.P.A., MILAN# INDUSTRIE PIRELLI S.P.A., MILAN#
RIFLEXTERM PANSOL, S.P.A., OBLIA# O.R.F.R. - OFFICINE FRATELLI
RIELLO S.P.A., LEGNAGO# SANT'ANDREA NOVARA OFFICINE MECCANICHE E
FONDERIE S.P.A., NOVARA# INDUSTRIE A. ZANUSSI S.P.A., PORDENONE#
SUNLIFE S.P.A. PORDENONE# CTIP SOLAR S.P.A., ROME# GILARDINI S.P.A.
(FIAT GROUP), TURIN# CENTRO RICERCHE FIAT, TURIN# LA METALLI
INDUSTRIALES.P.A., ROME# LAVORAZIONE LEGHE LEGGERE S.P.A., MILAN#
LAMAL S.P.A., MILAN# ALCAN ANGELETTI E CIUCANI ALLUMINIO S.P.A.,
ORNAGO# FINTERN S.P.A., GRUGLIASCO.

5. "CONFERENCE": TENTATIVE CONFERENCE PROGRAM INCLUDES PRESENTA-
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PAGE 02 PALERM 00259 02 OF 02 151342Z

TIONS BY: ING. SIMONI, ENERGY EXPERT AT THE ITALIAN MINISTRY OF
SCIENTIFIC RESEARCH: INTERNATIONAL DEVELOPMENTS IN SOLAR ENERGY#
PROF. GIOGIO BECCALI, PALERMO UNIVERSITY, (WHO PARTICIPATED IN 1975
PALERMO SOLAR ENERGY SEMINAR): SOLAR ENERGY SITUATION IN ITALY#
ING. CATTANEO OF ASSITAL: SOLAR ENERGY APPLICATION IN AGRICULTURE
(I.E. HOTHOUSE CULTIVATION)# REPRESENTATIVE OF ZANUSSI CORP.#
SOLAR ENERGY APPLICATION IN REFRIGERATION# REPRESENTATIVE OF MERONI
(ARISTON) CORP: APPLICATION OF SOLAR ENERGY FOR WATER HEATING/
POWER PRODUCTION# REPRESENTATIVE OF FIAT: SOLAR ENERGY APPLICATIONS
IN AGRICULTURE# REPRESENTATIVE OF L.M.I.: SOLAR ENERGY FOR WATER
HEATING/DESALTING.

6. ORGANIZING COMMITTEE IS PREPARED TO INVITE TWO AMERICAN
SOLAR ENERGY EXPERTS AT ORGANIZERS' EXPENSE TO PARTICIPATE IN THE
CONFERENCE. IT HAS EXPRESSED INTEREST IN DR. SZEGO, A SPEAKER
AT THE PALERMO SOLAR ENERGY SEMINAR CITED ABOVE, AND PROF. GEORGE
LOF, OF DENVER. PER PALERMO 197, THE CONSULATE HAS WRITTEN TO THESE
EXPERTS AND WHILE A REPLY WAS RECEIVED FROM SZEGO SUGGESTING PARTI-

CIPATION BY HIS DEPUTY MR. DAVID W. DOYLE, VICE PRESIDENT OF ITC
SOLAR, WE HAVE RECEIVED TO DATE NO REPLY FROM LOF.

7. ACTION REQUESTED:

FOR AMEMBASSY ROME: WE BELIEVE ATTENDANCE BY AMBASSADOR GARDNER
AT CONFERENCE/EXPOSITION WOULD BE DRAMATIC ILLUSTRATION OF U.S.
INTEREST IN DEVELOPING ALTERNATIVE ENERGY SOURCES, AND STRONGLY
HOPE HE CAN ATTEND. ATTENDANCE BY SCIENCE ATTACHE ALSO STRONGLY
RECOMMENDED.

"FOR DEPARTMENT OF COMMERCE": 1. IN OUR 197, WE SOLICITED INDI-
CATION FROM DOC AS TO WHAT ASSISTANCE IT COULD PROVIDE TO STIMULATE
PARTICIPATION BY U.S. SOLAR ENERGY FIRMS. DATE OF EXPOSITION
HAS NOW BEEN ADVANCED TO END OF MAY , CONSEQUENTLY WE URGE DOC TO
CONTACT SEIA AND LIKELY INTERESTED FIRMS AND ASK THEM TO INFORM
CONSULATE GENERAL AS SOON AS POSSIBLE IF THEY PLAN TO PARTICIPATE.
2. WE WOULD ALSO APPRECIATE NOTICE OF THIS CONFERENCE/EXPOSITION
IN NEXT ISSUE OF COMMERCE AMERICA. 3. DOC COLORADO DISTRICT OFFICE
REQUESTED TO CONTACT DR. GEORGE O.G. LOF, VICE PRESIDENT, SOLARON
UNCLASSIFIED

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PAGE 03 PALERM 00259 02 OF 02 151342Z

CORP., STAPLETON FIELD INDUSTRIAL PARK, 4850 OLIVE STREET, DENVER,
COLORADO (303-289-2288), TO ASCERTAIN HIS INTEREST IN PARTICIPATING.
"FOR USEC BRUSSELS": WE WOULD ALSO APPRECIATE KNOWING WHETHER
DR. PURPLE CAN ATTEND AT USG EXPENSE# IF HE WOULD BE PREPARED
TO ADDRESS SEMINAR, IF SO, SUBJECT HE WOULD ADDRESS. COLLINS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
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Current Classification: UNCLASSIFIED
Concepts: SOLAR POWER, SEMINARS, MEETING DELEGATIONS
Control Number: n/a
Copy: SINGLE
Sent Date: 15-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770131-0962
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From: PALERMO
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770452/aaaabtiw.tel
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Litigation History:
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Review Exemptions: n/a
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Review Release Date: n/a
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Review Withdrawn Fields: n/a
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Subject: EXPORT PROMOTION FOR SOLAR ENERGY USE PALERMO CONFERENCE/EXPOSITION.
TAGS: BEXP, TECH, ENRG, IT, US
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/f8e598a4-c288-dd11-92da-001cc4696bcc
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